



Meric S. Gertler, CM, FRSC, FBA, FAcSS  
*President*

**To:** UTC Staff  
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UTSC Campus Council  
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President, University of Toronto Alumni Association (UTAA)

**From:** Professor Meric Gertler, President

**Date:** February 27, 2020

**Re:** **Reappointment of Mr. David Estok as Vice-President, Communications**

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I am very pleased to announce that the Governing Council has approved the reappointment of Mr. David Estok as Vice-President, Communications for a five-year term, effective April 1, 2020 and continuing until March 31, 2025.

Mr. Estok was appointed to the inaugural position of Vice-President, Communications in 2015 following a comprehensive review of institutional communications. The mandate of the Vice-President was to transform the University's communications function, including both centralized and decentralized elements, into a strategic asset that supported the University's goals related to funding, reputation, and ranking.

Over the course of the past five years, Mr. Estok has successfully built a comprehensive, institutional communications operation and an award-winning team. Among their many successes are the growth in the University's channels to 'tell our story' with the objective of demonstrating the University's accomplishments and its relevance and impact. This has included pioneering the adoption of a consistent 'brand journalism' approach, creating a Content Hub (a consolidation of the University's communication channels) and most recently, forming an innovative, new Brand Hub (integrated institutional marketing and brand strategy, with shared reporting to Advancement). Many of these innovations have now been adopted as best practices by peer institutions.

Under Mr. Estok's leadership, the communications teams on each of our three campuses have come together under an innovative model to forge a more unified approach to story-telling, issues management, internal communications, and marketing. Mr. Estok and his team have also led the creation of new communications vehicles, including 'The Provost's Weekly Digest', 'In The Media', 'Published Today', a completely revamped 'The Bulletin' (now published more frequently), and a rethinking and redesign of the award-winning 'University of Toronto Magazine'.

I am grateful for the leadership that Mr. Estok has provided to date. I look forward to continuing to work with him as we build upon the foundation that is now in place.

Finally, I would like to take this opportunity to thank the members of the Advisory Committee for their involvement in this critical process and for their thoughtful advice and guidance.